

# From Initiative to Action

Local – Healthy – Equitable – Prosperous

*Strategic Planning for a Sustainable Food System*



## The Multnomah Food Initiative & The Multnomah Food Action Plan



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# Who Is On Your Steering Committee?

- Gather your champions
- Build on existing partnerships
- Utilize connections
- Recognize past accomplishments



**Metro - Burgerville - City of Portland - collaboration - New Seasons - Whole Foods - East Multnomah Soil & Water Conservation District - Portland/Multnomah Food Policy Council - OSU Extension - PSU Institute of Metropolitan Studies - Portland Public Schools - Portland Farmers Market - Montavilla Farmers Market - 47th Avenue Farm - Oregon Food Bank - Loaves and Fishes - Community Food Security Coalition - Growing Gardens - Ecotrust Food and Farms - Village Gardens - Upstream Public Health - Village Gardens/Janus Youth Programs - Portland Permaculture Guild - Native American Youth and Families Center - CNRG - Bright Neighbor - ReCode Oregon - The Dirt/Transition PDX - Ecumenical Ministries of Oregon**

# Where Are Your Community's Efforts?

- **Local Food**

- Urban & rural food production

- **Healthy Eating**

- Ensuring healthy food access

- **Social Equity**

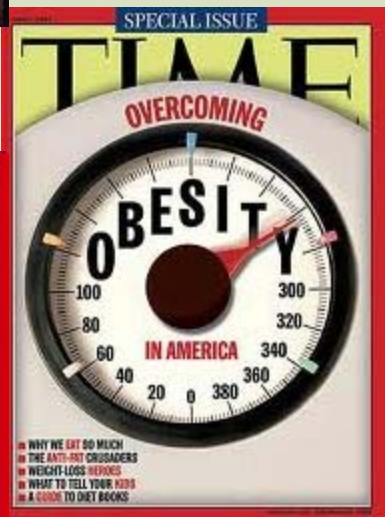
- Systemic justice & food security

- **Economic Vitality**

- Food businesses & local food system jobs







# If We Were To Dream...By 2025

- End to childhood obesity?
- **Reduce incidence of diabetes and heart disease?**
- No resident goes hungry?
- **Local jobs within food system clusters?**
- Land offered for a new crop of young farmers?





# The Multnomah Food Initiative

Building on Existing Efforts

The Multnomah Food Report and the Draft Action Plan Framework synthesize:

- Case Studies
- Regional Planning Documents
- Local Community Food Assessments
- Local Food System Recommendations



## Action Areas

### Local Food

Increase viable local options in our food system



### Healthy Eating

Make the healthy choice an easier choice for all



### Social Equity

Build systemic justice, health and food security



### Economic Vitality

Promote a thriving local economy



**Attend the Multnomah Food Summit**  
May 1, 2010

**Provide Input on the Action Plan**  
May-December 2010

**Volunteer to Help!**  
February-December 2010

## Get Involved!

Visit [www.multnomahfood.org](http://www.multnomahfood.org) or call 503-988-4576

## Outcomes:

- Shared community vision
- 15-year community-owned, strategic action plan
- Network coalition
- Sustainable, healthy, equitable local food system

Multnomah  
**FOOD**  
Initiative

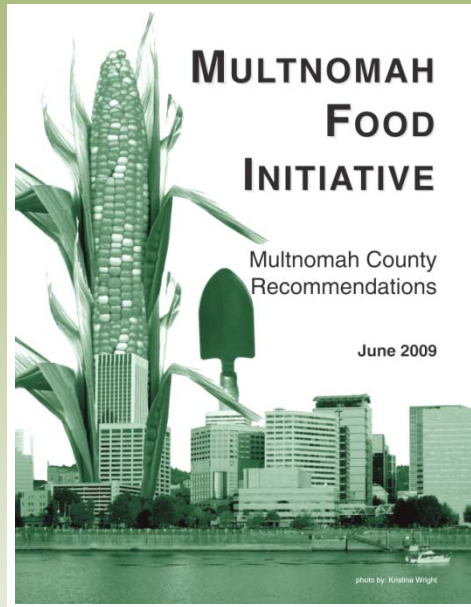


## Our Steering Committee Members and Community Partners:

City of Portland • Metro • City of Gresham • Portland / Multnomah Food Policy Council • East Multnomah Soil and Water Conservation District • Bright Neighborhood • Alison Dennis, Burgerville • CNRG • Cogan Owens Cogan, LLC • Andy Fisher, Community Food Security Coalition • Stacey Sobell Williams, Ecotrust • Ecumenical Ministries of Oregon, Interfaith Food and Farms Partnership • Growing Gardens • Hacienda CDC • Suzanne Briggs, Kaiser Permanente • Loaves and Fishes • Montavilla Farmers Market • Native American Youth and Families Center • New Seasons Market • OSU Extension Service • Oregon Food Bank • Portland Farmer's Market • Sheila Martin, Portland State University, Director of the Institute of Portland Metropolitan Studies • Portland Permaculture Guild • Portland Public Schools • ReCode • The Dirt • Transition PDX • Mel Rader, Upstream Public Health • Village Gardens • Janus Youth Programs, Inc. • 47th Ave. Farms



# The Action Planning Process



## Save the Date

**Please mark your calendar for the  
Multnomah Food Summit on May 1, 2010  
in Portland, Oregon**

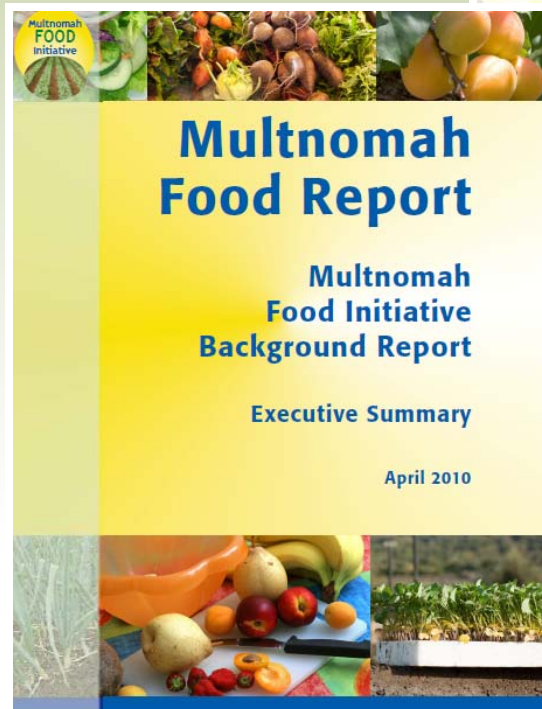
This day-long summit will invite food system stakeholders in Multnomah County to network and help shape an action agenda to create a sustainable, healthy, and equitable food system for our community.

The focus of our discussions will be around:

**Local Food, Healthy Eating, Social Equity, and Economic Vitality.**

Registration will be available by late March. Meanwhile, contact Keith Falkenberg in Commissioner Shipprack's office at 503-988-4576 for additional information.

[www.multnomahfood.org](http://www.multnomahfood.org)



# Multnomah Food Action Plan Workshops

- Building on the Multnomah Food Report and community input from the Multnomah Food Summit
- Purpose
  - Shared Vision
  - Shared Goals
  - Collaborative Actions





# The Result: An Action Plan!

## Multnomah Food Action Plan

Grow and Thrive  
**2025**  
Community Action Plan

Local Action on Health,  
Equity, Environment and  
Jobs in our Food System  
2010 - 2025

Multnomah County  
Office of Sustainability

December 2010

### Social Equity

The Social Equity action area focuses on systemic social equality and explores the root causes of hunger and food insecurity. While access to food and nutrition assistance programs are an important part of increasing the consumption of healthy foods, the Multnomah Food Action Plan also promotes systemic justice, health, and food security. This will require that, as a community, we reveal, challenge, and dismantle injustice in the food system, including social determinants of health and food security.

#### Identify Food Environment Issues for the City of Portland, Oregon

Quadrant	Fast Food Restaurants	Convenience Stores	Supermarkets	Produce Stores	Farmers Markets	RSD
North Portland	35	15	7	2	2	5.45
Northeast	122	33	17	7	4	5.29
Southeast	104	74	22	11	5	4.68
Southwest	90	22	10	1	7	7
Northwest	27	11	6	2	1	6.22

Note: (Fast food includes convenience stores) (RSD: Grocery store, produce store, farmer market)

In an effort to create systemic change, we must endeavor to ensure that all individuals have the tools and resources they need to make healthy food and lifestyle choices and have equitable opportunity to share food system priorities and goals. Just food system structures protect farmers and farmworkers' rights and uphold the dignity and quality of life for all who work in the food system through living wages, health care, and safe working conditions. While there is notable interest among many young people who are interested in farming in Oregon, significant barriers, such as limited access to land and capital, remain. Overall, Oregon farmers are getting older and are predominantly white. Farmworkers in Oregon often work independently, not as relatively few are hired workers to have challenges with housing.



Photo: Multnomah Food Action Plan

### Thank you to the Community

Thank you for getting involved in the Multnomah County Food Initiative. Your time couldn't be better. What you hold in your hand is an opportunity and a direction forward in this time of crisis. The Multnomah Food Action Plan is the culmination of knowledge and hard work by over 200 organizations, advocates and community members. This Action Plan is an opportunity to create an innovative and intentional food system that is sustainable—equitable, healthy for people and the environment, and with the capability to invigorate our local economy.

I'm personally committed to this effort because I believe in the ability of our community to come together to solve our mutual problems. Thank you for being part of the solution. Thank you for your contributions to the plan and your commitment to use this tool in your ongoing and future work. Through our continued partnership and shared vision, together, I believe we will create a thriving regional food system—a food system that will help generate local food, local jobs and increase the health and quality of life for all living in Multnomah County.



Jeff Copen  
County Chair



Judy Shiprack  
County Commissioner  
District 3

### Vision and Principles

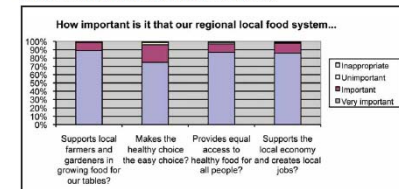
#### Feasible Food System in Multnomah County...

involve a thriving regional food system that engages the community in healthy food production, provides opportunities for collaboration, low environmental impact, living wages and local economic growth and its people.

#### Food System Principles

1. We believe all people in our community should have equitable and affordable access to buy or grow healthy, culturally appropriate, sustainable, and locally grown food.
2. We believe food and agriculture are central to the region's economy, and a strong commitment should be made to the protection, growth, and development of these sectors.
3. We believe in promoting and supporting a food system that provides economically sustainable wages.
4. We believe it is important to educate the community of the value of a healthy food system and healthy food products.
5. We believe that success in developing, linking, and strengthening the food system will be achieved through community partnerships and collaboration.
6. We believe food brings us together in celebration of our community and is an important part of our region's culture.

#### 2010 Multnomah Food Action Plan Public Comment Response



# The Action Plan At A Glance

- A Shared Community Vision ----->
- Shared Food System Principles
- 4 Action Pillars
  - Local Food
  - Healthy Eating
  - Social Equity
  - Local Economic Vitality
- 16 Goals
  - 65 Collaborative Community Actions
  - 40 Food Citizen Actions

**“By 2025, we envision a thriving regional food system that engages the community in healthy food production, equitable food access, opportunities for collaboration, low environmental impact, living wages and local economic vitality for Multnomah County and its people.”**



# How Can A Plan Benefit You Community?



- Opportunity to collaborate and partner
- Inspire leaders
- Increases awareness and support
- Support grant applications and leveraging of funds
- Promote food system planning
- Support the local economy
- Community recognition of stakeholder efforts

# From Vision to Action: Implementation

- **Coalesce** your efforts – host a Food Summit!
- **Convene** your supporters, your skeptics, your media
- **Connect** stakeholders and create partnerships
- **Collaborate** – put more effort behind your actions by working together





# Sustaining Momentum After the Plan

## Just Some Ideas:

- Newsletters
- Recognition/awards
- Updates on metrics and indicators
- Web portal for information sharing
- Hosting future Food Summits



# Any Questions? Thank you!

“We are living in a world today where lemonade is made from artificial flavors and furniture polish is made from real lemons.”

~Alfred E. Newman

